

Social Media in the Classroom

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What is social media, really?

- ???
- “Social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources. Social media can include text, audio, video, images, podcasts, and other multimedia communications.” (Alison Doyle, About.com)
- “The use of technology combined with social interaction to create or co-create value.” (Duct Tape Media)

Three types of implementation

- 1. Fixing a problem
- 2. Matching a tool to your learning outcomes
- 3. Connecting with an authentic audience

Fixing a Problem

Social Media Landscape 2012



Categories of Social Media

Twitter, Wordle, and Chimein

- <http://www.educause.edu/ero/article/twitter-wordle-and-chimein-student-response-pedagogies>
- Solve film screening attendance problem in Medieval Cities of Europe class--80 students
- 10 Twitter accounts, students expected to Tweet during screenings
- Wordle employed to give a general sense of how the film had been received

How did the Twitter/Wordle experiment go?

- Between 75-80% attendance on film screening days
- Approximately 3 tweets per student per screening
- Did students like this approach?

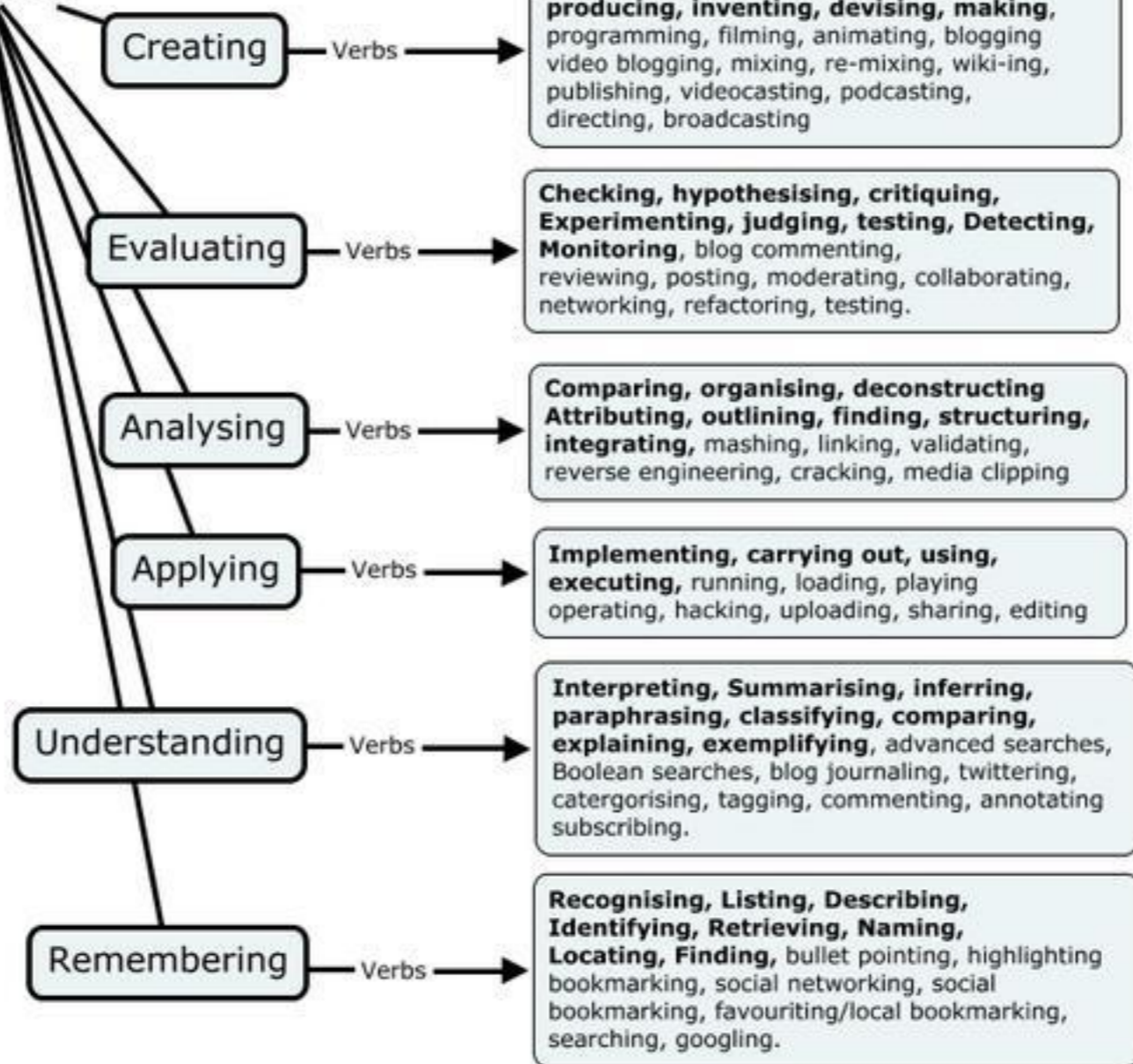
ProfHacker and the Back-up Plan

- Faculty member had structured the class around Storify
- Storify encountered unfortunate technical difficulties
- Turned it into research project on various digital archiving tools
- [ProfHacker story](#) on digital curation/archiving

Matching a Tool to Your Learning Outcomes

Bloom's Digital Taxonomy

Key Terms



HOTS Higher Order Thinking Skills

LOTS Lower Order Thinking Skills

COMMUNICATION SPECTRUM

- Collaborating*
- Moderating*
- Negotiating*
- Debating*
- Commenting*
- Net meeting*
- Skyping*
- video conferencing*
- Reviewing*
- Questioning*
- Replying*
- Posting & Blogging*
- Networking*
- Contributing*
- Chatting*
- e-mailing*
- Twittering/Microblogging*
- Instant messaging*
- Texting*

Andrew Churches, from <http://edorigami.wikispaces.com/>

What is Bloom's?

- Progress through the degree program
- Progress through the course, and even individual assignments
- Even in a 100-level course, finding ways to edge students up the scale--
[clicker questions](#)

Finding an Audience

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- <http://derekbruff.org/blogs/fywscrypto/2012/08/22/fall-2012-edition/>
 - And so what might happen? Let's check out Derek's [Prezi](#).

Social work and Collaborative work

- Wikis in Blackboard Learn
- Anthropology [multisite blogs](#)

Blog Advice from an Anthropologist

- Have only a few students in the class write blog posts each week; other students should comment
- Encourage linking among posts when relevant
- Use images to keep posts light and readable
- Use categories and tags to make the posts searchable (handy for the linking)
- Gussy things up with photos, bios, witty titles
- Will try with undergrads next semester

Resources

- <http://edorigami.wikispaces.com/>
- derekbruff.org
- <http://derekbruff.org/blogs/fywscrypto/2012/08/22/fall-2012-edition/>
- <https://blogs.commonsgeorgetown.edu/bassr/teaching-courses/>
- <http://www.educause.edu/annual-conference/2012/it-core-academic-competence-sponsored-pearson-platinum-partner>
- http://www.ted.com/talks/clay_shirky_how_cognitive_surplus_will_change_the_world.html